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## M A R K E T I N G P L A N

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### Standards and Procedures

#### **Purpose:**

To test DECA members' ability to apply the marketing mix and target marketing concepts.

#### **Specifications:**

1. Each DECA chapter may enter one team each day consisting of two - four members with additional allocations to be determined on an annual basis by event staff. A student cannot compete both days. No pre-conference registration is required.
  - a) The following participants are **not eligible** for competition in this event at the Minnesota DECA CDC:
    - **Monday - Service Marketing Plan** - Participants in any event held on Monday.
    - **Tuesday - Product Marketing Plan** – Participants in any event held on Tuesday.
  - b) These restrictions are designed to give participants an additional chance at competition.
2. Each team will be assigned the same product or service category at the State CDC. Examples are as follows:

#### **Product Category**

Athletic foot wear  
Beds, chairs or sofas  
Counter-top kitchen appliances  
Luggage or briefcases  
Recreation vehicles or ATV's  
Electronic Equipment

#### **Service Category**

Financial services  
Recreation & entertainment  
Employment services  
Cleaning service (home, office, equip)  
Landscaping design  
Dry-cleaning  
Instructional e.g. computer training  
Repair businesses  
Business & professional services

3. Each team will develop a marketing plan of their design for a product or service as announced. (Be creative!)
4. Each team member will verbally present a part of their marketing plan to a panel of judges representing the marketing directors of the company. The presentations will be limited to twelve (12) minutes, including judge's questions.
5. The **product area presentation** should include a discussion of:
  - a) Product design, plus a hand have drawn colored illustration of the product with its major features label.
  - b) Pricing strategies.
  - c) Place considerations (exclusive, selective, intensive).
  - d) Promotional decision, including brand name, hand drawn colored illustrated logo, advertising tag line and media selection.
  - e) Product image (position).
  - f) Product's target market.
6. The **service area presentation** should include a discussion of:
  - a) Description of the service to be offered including breadth & depth of the service mix.
  - b) Service's target market.
  - c) Service's position (image) in the market place (how does it compare to the competition).

- d) Pricing strategies.
  - e) Place considerations (exclusive, selective, intensive).
  - f) Promotional decision.
7. The topic for the event will be given out at the start of the preparation time. Each team will be given the same amount of preparation time, 45 minutes, to develop the marketing plan.
  8. Each team will be supplied by State DECA with two pieces of white tagboard, and a variety of colored markers. These supplies will be given to the competing teams at the beginning of the preparation time.
  9. Registration for this event will be at the Advisors' meeting the evening prior to competition.
  10. Participating Chapters will be assigned to one of two or three sections daily that will be based upon membership (chapter size) for the current school year. This will allow for chapters of similar size to compete against one another.

***Judging:***

1. Each team will be judged based on the criteria contained on the respective event category rating sheet. Judges will be briefed by the Event Administrator on the criteria. A consensus will be obtained in the definition of the criteria; an average score of three (3) will be used as the benchmark. (See Rating Sheet)



## S E R V I C E   A R E A   M A R K E T I N G   P L A N

### Rating Sheet

Team Captain's Name & ID #	Chapter
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	Poor ←-----to-----→Excellent					Judge's Score
<b>Introduction:</b>						
Identified members and contribution to plan	1	2	3	4	5	_____
Purpose of presentation stated	1	2	3	4	5	_____
<b>Service Description:</b>						
Features are appropriate/unique	1	2	3	4	5	_____
Benefits to consumers identified	1	2	3	4	5	_____
<b>Target Market:</b>						
Identified and justified	1	2	3	4	5	_____
Identified target market "matches" image	1	2	3	4	5	_____
<b>Product Position (image):</b>						
Identified and justified	1	2	3	4	5	_____
Identified image "matches" 4 P's	1	2	3	4	5	_____
<b>Pricing Strategies:</b>						
Identified and justified	1	2	3	4	5	_____
<b>Place Considerations:</b>						
Identified and justified	1	2	3	4	5	_____
<b>Promotional Decisions:</b>						
Name & logo appropriate/unique	1	2	3	4	5	_____
Theme appropriate/unique	1	2	3	4	5	_____
Promotional mix is realistic & creative	1	2	3	4	5	_____
<b>Comparison of Industry:</b>						
As it relates to the 4 P's	2	4	6	8	10	_____
<b>Conclusion:</b>						
Summarized & asked for appropriate action	1	2	3	4	5	_____
<b>Presentation Performance:</b>						
Professional, complete and realistic	1	2	3	4	5	_____
Ability to answer questions	1	2	3	4	5	_____
Total team participation	2	4	6	8	10	_____

**TOTAL POINTS (100 possible)**

Judge's Initials

*Note to Judges:* Please feel free to make any comments on the back.





# MINNESOTA DECA™

## P R O D U C T   A R E A   M A R K E T I N G   P L A N

### Rating Sheet

Team Captain's Name & ID #	Chapter
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		Poor	←-----to-----→	Excellent		Judge's Score
<b>Introduction:</b>						
Identified members and contribution to plan	1	2	3	4	5	_____
Purpose of presentation stated	1	2	3	4	5	_____
<b>Product Design:</b>						
Features are appropriate/unique	1	2	3	4	5	_____
Benefits to consumers identified	1	2	3	4	5	_____
Attractive appearance and color	1	2	3	4	5	_____
<b>Pricing Strategies:</b>						
Identified and justified	1	2	3	4	5	_____
<b>Place Considerations:</b>						
Identified and justified	1	2	3	4	5	_____
<b>Promotional Decisions:</b>						
Name & logo appropriate/unique	1	2	3	4	5	_____
Tag-line appropriate/unique	1	2	3	4	5	_____
Media selection is realistic & creative	1	2	3	4	5	_____
<b>Product Image (position):</b>						
Identified and justified	1	2	3	4	5	_____
Identified image "matches" 4 P's	1	2	3	4	5	_____
<b>Target Market:</b>						
Identified and justified	1	2	3	4	5	_____
Identified target market "matches" image	1	2	3	4	5	_____
<b>Comparison of Industry:</b>						
As it relates to the 4 P's	2	4	6	8	10	_____
<b>Presentation Performance:</b>						
Professional, complete and realistic	1	2	3	4	5	_____
Ability to answer questions	1	2	3	4	5	_____
Total team participation	2	4	6	8	10	_____

**TOTAL POINTS (100 possible)** \_\_\_\_\_

Judge's Initials \_\_\_\_\_

**Note to Judges:** Please feel free to make any comments on the back.

